DOCUMENT RESUME

ED 321 784 JC 900 333

AUTHOR Head, Ronald B.
TITLE Employer Survey Results for the PVCC Graduating Class of 1987-88. Research Report No. 4-90.
INSTITUTION Piedmont Virginia Community Coll., Charlottesville, VA. Office of Institutional Research and Planning.
PUB DATE Jun 90
NOTE 40p.; For 1986-87 report, see ED 308 896.
PUB TYPE Reports - Research/Technical (143) -- Statistical Data (110) -- Tests/Evaluation Instruments (160)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS College Graduates; Community Colleges; *Education Work Relationship; Employee Attitudes; *Employer Attitudes; *Job Performance; *Job Skills; Outcomes of Education; *Personnel Evaluation; Questionnaires; Two Year Colleges; *Vocational Followup

ABSTRACT

In 1990, a survey was conducted to evaluate the occupational success of Piedmont Virginia Community College's (PVCC's) 1987-88 graduates. On a graduate follow-up survey, 62 graduates (48.1%) consented to having their employers surveyed. Of the 62 employers contacted, 56 completed and returned valid surveys, asking for an evaluation of the PVCC graduates in terms of job skills, work performance, and attitudes. Survey findings indicated the following: (1) between 75% and 85% of the employers rated the graduates as "excellent" or "good" with respect to technical job skills, quality and quantity of work, attitude, and cooperation with fellow workers and supervisors; (2) approximately 60% of the employers rated the graduates as "excellent" or "good" in math, writing, speaking, research, and logic skills; (3) a larger proportion of 1987-88 employers than of 1986-87 employers rated the graduates' general skills as excellent; and (4) graduates' occupational education and training were rated as "excellent" or "good" by 83.7% of the employers, and their general education was rated as either "excellent" or "good" by 84.4%. Appendixes contain a table listing employer evaluations by curricular program and degree received, employer comments, job titles of PVCC graduates whose employers completed surveys, participating employers, employer contact authorization form, and the survey instrument. (WJT)

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EMPLOYER SURVEY RESULTS FOR THE PVCC GRADUATING CLASS OF 1987-88

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June 1990

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Brief No. 90-6

PVCC Institutional Research Brief June 1990

EMPLOYER SURVEY: PVCC GRADUATING CLASS OF 1987-88

During the spring of 1990, the Office of Institutional Research and Planning at Piedmont Virginia Community College (PVCC) surveyed employers of the college's 1987-88 graduates. The purpose of the survey was to evaluate the occupational success of PVCC graduates and to determine how well academic programs prepare students for work in various professions. Results of the survey were published in *Employer Survey Results for the PVCC Graduating Class of 1987-88* (PVCC Institutional Research Report No. 4-90, June 1990), the fourth in a series of annual employer survey reports. This brief highlights those results.

For the most part, employers responding to the survey were satisfied with the PVCC graduates they had hired. As can be seen in Table 1, between 75% and 85% of all employers rated the graduates as either "EXCELLENT (one of the best ever)" or "GOOD (better than most)" with respect to technical job skills, quality and quantity of work, attitude, and cooperation with fellow workers and supervisors. Very few employers rated the graduates as "POOR (worse than most)."

TABLE 1: WORK EVALUATION OF 1987-88 PVCC GRADUATES BY EMPLOYERS

Category	EXCELLENT (one of the best ever)		GOOD (better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Technical Job Skills	15	27.3%	31	56.4%	8	14.5%	1	1.8%
Quality of Work	16	29.1%	29	52.7%	9	16.4%	1	1.8%
Quantity of Work	18	32.7%	24	43.6%	12	21.8%	1	1.8%
Attitude Toward Work	20	35.7%	23	41.1%	10	17.9%	3	5.4%
Cooperation with Fellow Workers	21	37.5%	23	41.1%	10	17.9%	2	3.6%
Cooperation with Supervisors	26	46.4%	19	33.9%	9	16.1%	2	3.6%

(Continued on reverse side)

Employers also felt that PVCC graduates possessed better general skills than most employees (see Table 2). Approximately 60% of the employers rated the math, writing, speaking, research, and logic skills of the graduates as excellent or good.

Finally, as can be seen in Table 3, the employers seemed highly satisfied with the education and training provided by PVCC. Over 80% of the employers rated the college as either excellent or good in both occupational training/education and general education. No employer rated PVCC as poor in either occupational training/education or general education.

TABLE 2: GENERAL SKILLS EVALUATION OF 1987-88 PVCC GRADUATES BY EMPLOYERS

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Math Skills	8	16.7%	21	43.8%	19	39.6%	0	0.0%
Writing Skills	10	18.9%	22	41.5%	19	35.8%	2	3.8%
Speaking Skills	10	19.2%	22	42.3%	16	30.8%	4	7.7%
Research Skills	8	20.5%	15	38.5%	16	41.0%	0	0.0%
Logic Skills	12	21.4%	29	51.8%	13	23.2%	2	3.6%

TABLE 3: EVALUATION OF PVCC BY EMPLOYERS OF 1987-88 PVCC GRADUATES

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Occupational Education and Training	9	20.9%	27	62.8%	7	16.3%	0	0.0%
General Education	6	13.3%	32	71.1%	7	15.6%	0	0.0%

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EMPLOYER SURVEY RESULTS FOR THE PVCC GRADUATING CLASS OF 1987-88

INTRODUCTION

This is the fourth in a series of annual studies on employer satisfaction with Piedmont Virginia Community College (PVCC) graduates.[1] For many students, the primary purpose of a college education is to obtain a particular job and attain success in that job. Many academic programs, too, are designed to secure jobs for students in technical fields or upgrade occupational skills. Graduate follow-up surveys, skills tests, and a number of other tools are available for measurement purposes, but ultimately it is an employer's satisfaction or dissatisfaction that determines occupational success for both the graduate and the academic program. At a time when state legislatures, accrediting agencies, and state coordinating boards are demanding student outcomes assessment, employer evaluations are extremely important for all institutions of higher education.

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[1]See Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1984-1985* (PVCC Research Report No. 5-87, June 1987), Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1985-1986* (PVCC Research Report No. 6-88, July 1988), and Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1986-1987* (PVCC Research Report No. 5-89, July 1989). Prior to 1987, PVCC had conducted two employer surveys, one in 1976, and one in 1980. Results of the 1980 survey, conducted by Robert A. Ross, were published in *Employer Follow-Up on the Occupational/Technical Graduates of the Class of 1978-1979* (PVCC Research Report No. 3-80, October 1980). After 1980, employer surveys were not conducted because college officials feared such surveys might violate the privacy rights of graduates.

METHODOLOGY

To protect the privacy of PVCC graduates, the college surveys only employers of graduates who have given permission on a graduate follow-up survey to conduct an employer survey. Although this limits the number of employers who can be contacted, as well as raising the possibility of a self-selection bias, it is felt that the privacy rights of PVCC graduates have to be insured.

On the graduate follow-up survey for the class of 1987-88, 62 graduates, or 48.1% of all respondents, answered yes to the question "may we contact your employer to conduct an employer follow-up survey."[2] On March 20, 1990, survey forms were sent to the employers of these graduates. In late April, a second survey form was sent to all employers who had not returned completed surveys.

Fifty-six of the 62 employers completed and returned valid surveys for a response rate of 90.3%. Three of the remaining 6 employers indicated that the graduates were no longer employed, and for that reason, could not be evaluated.

The response rate of 90.3% was considerably higher than the response rates from the previous two surveys (52.9% for 1985-86 graduates and 58.1% for 1986-87 graduates). Perhaps the main reason for this high rate was the fact that, along with the graduate follow-up survey form, 1987-88 graduates returned signed release forms authorizing their supervisors to complete employer surveys for PVCC, and copies of

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[2]See Ronald B. Head, *Follow-up Survey of PVCC Graduates of the Class of 1987-1988* (PVCC Research Report No. 7-89, September 1989).

these forms were sent to the employers.[3] The release forms not only assured employers that the privacy rights of their employees were not being violated, but provided PVCC with the names and addresses of the actual work supervisors of the graduates.

Results of the employer survey by PVCC instructional program and degree are included in this study as Appendix A, and employer comments are included as Appendix B. A list of the job titles of PVCC graduates whose employers completed surveys is included as Appendix C, and a list of all participating employers is included as Appendix D. The release form is included as Appendix E, and the survey instrument is included as Appendix F.

[3] *Ibid.*, p. 79.

EMPLOYER EVALUATION OF JOB PERFORMANCE

The evaluation of 1987-88 PVCC graduates by their employers with respect to job skills, performance, and attitude is presented in Table 1.

As can be seen, approximately three of every four employers rated PVCC graduates as either "EXCELLENT (one of the best ever)" or "GOOD (better than most)." Approximately one of every three employers rated PVCC graduates as excellent in four categories: quantity of work, attitude toward work, cooperation with fellow workers, and cooperation with supervisors. Over 50% of the employers rated the graduates as good in the two remaining categories (technical job skills and quality of work). In all categories except one (attitude toward work), less than 5% of the employers rated that PVCC graduates as "POOR (worse than most)."

TABLE 1: WORK EVALUATION OF 1987-88 PVCC GRADUATES BY EMPLOYERS

Category	EXCELLENT (one of the best ever)		GOOD (better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Technical Job Skills	15	27.3%	31	56.4%	8	14.5%	1	1.8%
Quality of Work	16	29.1%	29	52.7%	9	16.4%	1	1.8%
Quantity of Work	18	32.7%	24	43.6%	12	21.8%	1	1.8%
Attitude Toward Work	20	35.7%	23	41.1%	10	17.9%	3	5.4%
Cooperation with Fellow Workers	21	37.5%	23	41.1%	10	17.9%	2	3.6%
Cooperation with Supervisors	26	46.4%	19	33.9%	9	16.1%	2	3.6%

The ratings given to 1987-88 PVCC graduates were quite similar to those given by employers to 1984-85, 1985-86, and 1986-87 graduates. As noted in the methodology section of this study, employer evaluations of 1987-88 PVCC graduates by both

curricular program and degree, as well as by technical job skills, quality and quantity of work, attitude, and cooperation with fellow workers and supervisors are presented in Tables 5 through 10 of Appendix A. Care should be taken in interpreting the figures in these tables due to the small number of respondents in certain programs.

Of the 56 graduates whose employers returned valid surveys, 50% (28) had indicated on the graduate follow-up survey that they intended to pursue their current jobs as long-range careers. This percentage figure is only slightly lower than that for all graduate survey respondents (60.5%; 52 respondents).

Also, on the graduate follow-up survey, 39.3% (22) of the graduates whose employers returned surveys had indicated they were very satisfied with their jobs, 55.4% (31) were satisfied, 3.6% (2) were not very satisfied, and 1.7% (1) were unsatisfied. Percentage figures for all respondents to the graduate follow-up survey were similar, with a slightly lower percentage claiming they were very satisfied and a higher percentage claiming they were not very satisfied or dissatisfied. Thirty-two and four-tenth percent (36) of all respondents were very satisfied, 55% (61) were satisfied, 9.9% (11) were not very satisfied, and 2.7% (3) were dissatisfied.

As noted earlier, surveying employers only with the permission of the PVCC graduates may have biased the survey results. One might assume that satisfied, productive workers are more likely than unsatisfied, unproductive workers to allow their employers to be contacted. However, as has just been shown, the PVCC graduates who granted permission to PVCC to contact their employers were about as

satisfied with their jobs as those who did not. In this respect, it is questionable whether the results of the survey were biased by the selection procedure.

To investigate this further, correlation coefficients were calculated between each of the categories in Table 1 and the job satisfaction of the PVCC graduates. The results are presented in Table 2.

For the most part, neither a positive nor a negative correlation between job satisfaction and employer evaluations was evident. In other words, high job satisfaction by a PVCC graduate did not necessarily mean a high rating by the employer in any category. For the first time in four years, the highest correlation was not between job satisfaction and the employee's attitude toward work. Instead, the highest correlation was between job satisfaction and quantity of work. The lowest correlation was between job satisfaction and technical job skills.

TABLE 2: CORRELATION BETWEEN JOB SATISFACTION AND EMPLOYER EVALUATION OF 1987-88 PVCC GRADUATES

CATEGORY	CORRELATION COEFFICIENT
Technical Job Skills	0.0247
Quality of Work	0.2468
Quantity of Work	0.2972
Attitude Toward Work	0.1709
Cooperation with Fellow Workers	0.0570
Cooperation with Supervisors	0.1186

NOTE: The correlation coefficient in this table was calculated using the Pearson Product-Moment Correlation Coefficient. Measures of correlation are typically defined as having values ranging from -1 to +1. A value of -1 indicates a perfect negative relation, while a value of +1 indicates a perfect positive relation.

EMPLOYER EVALUATION OF GENERAL SKILLS

Table 3 presents the evaluation of general skills given by employers to 1987-88 PVCC graduates. Employers evaluated general skills in math, writing, speaking, research, and logic.

TABLE 3: GENERAL SKILLS EVALUATION OF 1987-88 PVCC GRADUATES BY EMPLOYERS

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Math Skills	8	16.7%	21	43.8%	19	39.6%	0	0.0%
Writing Skills	10	18.9%	22	41.5%	19	35.8%	2	3.8%
Speaking Skills	10	19.2%	22	42.3%	16	30.8%	4	7.7%
Research Skills	8	20.5%	15	38.5%	16	41.0%	0	0.0%
Logic Skills	12	21.4%	29	51.8%	13	23.2%	2	3.6%

For the most part, employers felt that PVCC graduates had better general skills than most employees. Approximately 60% of the employers rated the PVCC graduates as "EXCELLENT (one of the best ever)" or "GOOD (better than most)" in all categories. In one category, logic skills, over 70% of all employers rated the PVCC graduates as excellent or good. In only three categories were PVCC graduates rated as POOR (worse than most). These categories were speaking (7.7%), writing (3.8%), and logic (3.6%).

In all general skills categories, a larger percentage of 1987-88 graduate employers rated their employees as excellent than did 1986-87 graduate employers, but this was compensated by a lower percentage of 1987-88 graduates receiving a good rating. The only category in which 1987-88 graduates were rated higher than 1986-87 graduates was logic skills.

Employer evaluations of 1987-88 PVCC graduates by both curricular program and degree, as well as by skills in math, writing, speaking, research, and logic are presented in Tables 11 through 15 of Appendix A. Again, as noted earlier, care should be exercised in interpreting figures from any table in Appendix A. In many cases, the numbers of respondents are too few for meaningful conclusions to be drawn.

EMPLOYER EVALUATION OF TRAINING AND EDUCATION AT PVCC

Employers were asked to rate PVCC according to two categories: (1) occupational education/training; and (2) general education. The results of this evaluation are shown in Table 4.

TABLE 4: EVALUATION OF PVCC BY EMPLOYERS OF 1987-88 PVCC GRADUATES

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Occupational Education and Training	9	20.9%	27	62.8%	7	16.3%	0	0.0%
General Education	6	13.3%	32	71.1%	7	15.6%	0	0.0%

The majority of the employers felt that PVCC was better than most institutions with respect to both occupational education and training and general education. Occupational education and training at PVCC was rated as "EXCELLENT (one of the best ever)" or "GOOD (better than most)" by 83.7% of the employers, and general education was rated as either excellent or good by 84.4%. No employers rated either occupational education and training or general education as "POOR (worse than

most), and less than 20% rated either as "AVERAGE (about the same as most)." These ratings, especially those relating to general education, were higher than those given by employers of either 1985-86 or 1986-87 graduates.

CONCLUSIONS

For the most part, employers were satisfied with the 1987-88 PVCC graduates they had hired. With respect to job skills, quality and quantity of work, attitude, and cooperation with fellow workers and supervisors, between 75% and 85% of all employers rated the graduates as either excellent or good. Approximately 60% of all employers also rated the general skills (math, writing, speaking, research and logic) of the graduates as excellent or good.

Employers seemed extremely satisfied with the education and training provided by PVCC. Over 80% of all employers rated the college as either excellent or good in occupational training and education, as well as in general education. No one employers rated PVCC as poor.

APPENDIX A:

EMPLOYER EVALUATIONS BY CURRICULAR PROGRAM AND DEGREE RECEIVED

TABLE 5: EMPLOYER EVALUATION OF TECHNICAL JOB SKILLS OF 1987-88 PVCC GRADUATES BY CURRICULAR PROGRAM AND DEGREE RECEIVED

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	1	50.0%	1	50.0%	0	0.0%
A.A. Degree	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Business Administration	1	16.7%	5	83.3%	0	0.0%	0	0.0%
General Studies	5	71.4%	2	28.6%	0	0.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	6	42.9%	8	57.1%	0	0.0%	0	0.0%
Computer Programming	0	0.0%	2	66.7%	1	33.3%	0	0.0%
Drafting and Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Marketing	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Management	1	14.3%	6	85.7%	0	0.0%	0	0.0%
Nursing	3	23.1%	5	38.5%	4	30.8%	1	7.7%
Secretarial Science	0	0.0%	3	100.0%	0	0.0%	0	0.0%
A.A.S. Degree	5	17.9%	17	60.7%	5	17.9%	1	3.6%
CAREER STUDIES								
Air Cond./Refrigeration	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Building Maintenance	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Business and Management	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Business and Office	1	20.0%	3	60.0%	1	20.0%	0	0.0%
Child Care	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Small Engine Repair	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Certificate	4	36.4%	5	45.5%	2	18.2%	0	0.0%
TOTAL	15	27.3%	31	56.4%	8	14.5%	1	1.8%

TABLE 6: EMPLOYER EVALUATION OF QUALITY OF WORK OF 1987-88 PVCC GRADUATES BY CURRICULAR PROGRAM AND DEGREE RECEIVED

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	1	50.0%	1	50.0%	0	0.0%
A.A. Degree	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Business Administration	0	0.0%	5	83.3%	1	16.7%	0	0.0%
General Studies	6	85.7%	1	14.3%	0	0.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	6	42.9%	7	50.0%	1	7.1%	0	0.0%
Computer Programming	0	0.0%	1	33.3%	2	66.7%	0	0.0%
Drafting and Design	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Marketing	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Management	3	42.9%	3	42.9%	1	14.3%	0	0.0%
Nursing	2	15.4%	7	53.8%	3	23.1%	1	7.7%
Secretarial Science	0	0.0%	3	100.0%	0	0.0%	0	0.0%
A.A.S. Degree	6	21.4%	14	50.0%	7	25.0%	1	3.6%
CAREER STUDIES								
Air Cond./Refrigeration	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Building Maintenance	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Business and Management	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Business and Office	2	40.0%	3	60.0%	0	0.0%	0	0.0%
Child Care	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Small Engine Repair	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	4	36.4%	7	63.6%	0	0.0%	0	0.0%
TOTAL	16	29.1%	29	52.7%	9	16.4%	1	1.8%

TABLE 7: EMPLOYER EVALUATION OF QUANTITY OF WORK OF 1987-88 PVCC GRADUATES BY CURRICULAR PROGRAM AND DEGREE RECEIVED

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	1	50.0%	1	50.0%	0	0.0%
A.A. Degree	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Business Administration	1	16.7%	5	83.3%	0	0.0%	0	0.0%
General Studies	5	83.3%	0	0.0%	1	16.7%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	6	46.2%	6	46.2%	1	7.7%	0	0.0%
Computer Programming	1	25.0%	2	50.0%	1	25.0%	0	0.0%
Drafting and Design	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Marketing	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Management	3	42.9%	3	42.9%	1	14.3%	0	0.0%
Nursing	2	15.4%	5	38.5%	5	38.5%	1	7.7%
Secretarial Science	1	33.3%	1	33.3%	1	33.3%	0	0.0%
A.A.S. Degree	8	27.6%	11	37.9%	9	31.0%	1	3.4%
CAREER STUDIES								
Air Cond./Refrigeration	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Building Maintenance	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Business and Management	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Business and Office	2	40.0%	3	60.0%	0	0.0%	0	0.0%
Child Care	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Small Engine Repair	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Certificate	4	36.4%	6	54.5%	1	9.1%	0	0.0%
TOTAL	18	32.7%	24	43.6%	12	21.8%	1	1.8%

TABLE 8: EMPLOYER EVALUATION OF ATTITUDE TOWARD WORK OF 1987-88 PVCC GRADUATES BY CURRICULAR PROGRAM AND DEGREE RECEIVED

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	0	0.0%	2	100.0%	0	0.0%
A.A. Degree	0	0.0%	0	0.0%	2	100.0%	0	0.0%
Business Administration	1	16.7%	4	66.7%	1	16.7%	0	0.0%
General Studies	3	42.9%	2	28.6%	1	14.3%	1	14.3%
Science	0	0.0%	0	0.0%	1	100.0%	0	0.0%
A.S. Degree	4	28.6%	6	42.9%	3	21.4%	1	7.1%
Computer Programming	2	50.0%	0	0.0%	1	25.0%	1	25.0%
Drafting and Design	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Marketing	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Management	3	42.9%	3	42.9%	1	14.3%	0	0.0%
Nursing	3	23.1%	7	53.8%	2	15.4%	1	7.7%
Secretarial Science	1	33.3%	2	66.7%	0	0.0%	0	0.0%
A.A.S. Degree	10	34.5%	12	41.4%	5	17.2%	2	6.9%
CAREER STUDIES								
Air Cond./Refrigeration	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Building Maintenance	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Business and Management	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Business and Office	2	40.0%	3	60.0%	0	0.0%	0	0.0%
Child Care	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Small Engine Repair	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	6	54.5%	5	45.5%	0	0.0%	0	0.0%
TOTAL	20	35.7%	23	41.1%	10	17.9%	3	5.4%

TABLE 9: EMPLOYER EVALUATION OF COOPERATION WITH FELLOW WORKERS OF 1987-88 PVCC GRADUATES BY CURRICULAR PROGRAM AND DEGREE RECEIVED

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	1	50.0%	1	50.0%	0	0.0%
A.A. Degree	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Business Administration	1	16.7%	4	66.7%	1	16.7%	0	0.0%
General Studies	3	42.9%	1	14.3%	3	42.9%	0	0.0%
Science	0	0.0%	0	0.0%	1	100.0%	0	0.0%
A.S. Degree	4	28.6%	5	35.7%	5	35.7%	0	0.0%
Computer Programming	2	50.0%	0	0.0%	1	25.0%	1	25.0%
Drafting and Design	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Marketing	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Management	5	71.4%	1	14.3%	1	14.3%	0	0.0%
Nursing	3	23.1%	9	69.2%	0	0.0%	1	7.7%
Secretarial Science	3	100.0%	0	0.0%	0	0.0%	0	0.0%
A.A.S. Degree	13	44.8%	11	37.9%	3	10.3%	2	6.9%
CAREER STUDIES								
Air Cond./Refrigeration	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Building Maintenance	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Business and Management	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Business and Office	2	40.0%	2	40.0%	1	20.0%	0	0.0%
Child Care	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Small Engine Repair	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	4	36.4%	6	54.5%	1	9.1%	0	0.0%
TOTAL	21	37.5%	23	41.1%	10	17.9%	2	3.6%

TABLE 10: EMPLOYER EVALUATION OF COOPERATION WITH SUPERVISORS OF 1987-88 PVCC GRADUATES BY CURRICULAR PROGRAM AND DEGREE RECEIVED

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	1	50.0%	1	50.0%	0	0.0%
A.A. Degree	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Business Administration	2	33.3%	1	16.7%	3	50.0%	0	0.0%
General Studies	3	42.9%	2	28.6%	2	28.6%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	5	35.7%	4	28.6%	5	35.7%	0	0.0%
Computer Programming	2	50.0%	0	0.0%	1	25.0%	1	25.0%
Drafting and Design	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Marketing	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Management	4	57.1%	3	42.9%	0	0.0%	0	0.0%
Nursing	3	23.1%	9	69.2%	0	0.0%	1	7.7%
Secretarial Science	3	100.0%	0	0.0%	0	0.0%	0	0.0%
A.A.S. Degree	13	44.8%	12	41.4%	2	6.9%	2	6.9%
CAREER STUDIES								
Air Cond./Refrigeration	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Building Maintenance	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Business and Management	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Business and Office	4	80.0%	0	0.0%	1	20.0%	0	0.0%
Child Care	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Small Engine Repair	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	8	72.7%	2	18.2%	1	9.1%	0	0.0%
TOTAL	26	46.4%	19	33.9%	9	16.1%	2	3.6%

TABLE 11: EMPLOYER EVALUATION OF MATH SKILLS OF 1987-88 PVCC GRADUATES BY CURRICULAR PROGRAM AND DEGREE RECEIVED

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	1	50.0%	1	50.0%	0	0.0%
A.A. Degree	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Business Administration	0	0.0%	4	66.7%	2	33.3%	0	0.0%
General Studies	2	40.0%	3	60.0%	0	0.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	2	16.7%	8	66.7%	2	16.7%	0	0.0%
Computer Programming	0	0.0%	1	25.0%	3	75.0%	0	0.0%
Drafting and Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Marketing	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Management	2	28.6%	4	57.1%	1	14.3%	0	0.0%
Nursing	2	18.2%	1	9.1%	8	72.7%	0	0.0%
Secretarial Science	0	0.0%	1	50.0%	1	50.0%	0	0.0%
A.A.S. Degree	4	15.4%	9	34.6%	13	50.0%	0	0.0%
CAREER STUDIES								
Air Cond./Refrigeration	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Building Maintenance	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Business and Management	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Business and Office	0	0.0%	2	66.7%	1	33.3%	0	0.0%
Child Care	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Small Engine Repair	0	--	0	--	0	--	0	--
Certificate	2	25.0%	3	37.5%	3	37.5%	0	0.0%
TOTAL	8	16.7%	21	43.8%	19	39.6%	0	0.0%

TABLE 12: EMPLOYER EVALUATION OF WRITING SKILLS OF 1987-88 PVCC GRADUATES BY CURRICULAR PROGRAM AND DEGREE RECEIVED

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	1	50.0%	1	50.0%	0	0.0%
A.A. Degree	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Business Administration	0	0.0%	4	66.7%	2	33.3%	0	0.0%
General Studies	4	57.1%	2	28.6%	1	14.3%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	4	28.6%	7	50.0%	3	21.4%	0	0.0%
Computer Programming	0	0.0%	2	50.0%	1	25.0%	1	25.0%
Drafting and Design	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Marketing	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Management	1	14.3%	3	42.9%	2	28.6%	1	14.3%
Nursing	1	8.3%	4	33.3%	7	58.3%	0	0.0%
Secretarial Science	0	0.0%	1	50.0%	1	50.0%	0	0.0%
A.A.S. Degree	3	11.1%	10	37.0%	12	44.4%	2	7.4%
CAREER STUDIES								
Air Cond./Refrigeration	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Building Maintenance	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Business and Management	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Business and Office	1	25.0%	2	50.0%	1	25.0%	0	0.0%
Child Care	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Small Engine Repair	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	3	30.0%	4	40.0%	3	30.0%	0	0.0%
TOTAL	10	18.9%	22	41.5%	19	35.8%	2	3.8%

TABLE 13: EMPLOYER EVALUATION OF SPEAKING SKILLS OF 1987-88 PVCC GRADUATES BY CURRICULAR PROGRAM AND DEGREE RECEIVED

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	1	50.0%	1	50.0%	0	0.0%
A.A. Degree	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Business Administration	0	0.0%	4	66.7%	2	33.3%	0	0.0%
General Studies	3	42.9%	3	42.9%	1	14.3%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	3	21.4%	8	57.1%	3	21.4%	0	0.0%
Computer Programming	0	0.0%	1	33.3%	1	33.3%	1	33.3%
Drafting and Design	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Marketing	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Management	2	28.6%	4	57.1%	0	0.0%	1	14.3%
Nursing	1	7.7%	3	23.1%	7	53.8%	2	15.4%
Secretarial Science	0	0.0%	2	100.0%	0	0.0%	0	0.0%
A.A.S. Degree	3	11.1%	11	40.7%	9	33.3%	4	14.8%
CAREER STUDIES								
Air Cond./Refrigeration	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Building Maintenance	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Business and Management	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Business and Office	2	66.7%	0	0.0%	1	33.3%	0	0.0%
Child Care	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Small Engine Repair	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	4	44.4%	2	22.2%	3	33.3%	0	0.0%
TOTAL	10	19.2%	22	42.3%	16	30.8%	4	7.7%

TABLE 14: EMPLOYER EVALUATION OF RESEARCH SKILLS OF 1987-88 PVCC GRADUATES BY CURRICULAR PROGRAM AND DEGREE RECEIVED

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	0	0.0%	2	100.0%	0	0.0%
A.A. Degree	0	0.0%	0	0.0%	2	100.0%	0	0.0%
Business Administration	0	0.0%	3	60.0%	2	40.0%	0	0.0%
General Studies	3	75.0%	0	0.0%	1	25.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	3	30.0%	4	40.0%	3	30.0%	0	0.0%
Computer Programming	0	0.0%	1	33.3%	2	66.7%	0	0.0%
Drafting and Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Marketing	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Management	2	28.6%	3	42.9%	2	28.6%	0	0.0%
Nursing	1	14.3%	1	14.3%	5	71.4%	0	0.0%
Secretarial Science	0	0.0%	2	100.0%	0	0.0%	0	0.0%
A.A.S. Degree	3	14.3%	9	42.9%	9	42.9%	0	0.0%
CAREER STUDIES								
Air Cond./Refrigeration	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Building Maintenance	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Business and Management	0	--	0	--	0	--	0	--
Business and Office	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Child Care	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Small Engine Repair	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Certificate	2	33.3%	2	33.3%	2	33.3%	0	0.0%
TOTAL	8	20.5%	15	38.5%	16	41.0%	0	0.0%

TABLE 15: EMPLOYER EVALUATION OF LOGIC SKILLS OF 1987-88 PVCC GRADUATES BY CURRICULAR PROGRAM AND DEGREE RECEIVED

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	0	0.0%	2	100.0%	0	0.0%
A.A. Degree	0	0.0%	0	0.0%	2	100.0%	0	0.0%
Business Administration	0	0.0%	5	83.3%	1	16.7%	0	0.0%
General Studies	3	42.9%	3	42.9%	1	14.3%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	3	21.4%	9	64.3%	2	14.3%	0	0.0%
Computer Programming	1	25.0%	1	25.0%	1	25.0%	1	25.0%
Drafting and Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Marketing	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Management	2	28.6%	4	57.1%	1	14.3%	0	0.0%
Nursing	1	7.7%	7	53.8%	4	30.8%	1	7.7%
Secretarial Science	1	33.3%	2	66.7%	0	0.0%	0	0.0%
A.A.S. Degree	5	17.2%	16	55.2%	6	20.7%	2	6.9%
CAREER STUDIES								
Air Cond./Refrigeration	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Building Maintenance	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Business and Management	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Business and Office	2	40.0%	2	40.0%	1	20.0%	0	0.0%
Child Care	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Small Engine Repair	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	4	36.4%	4	36.4%	3	27.3%	0	0.0%
TOTAL	12	21.4%	29	51.8%	13	23.2%	2	3.6%

APPENDIX B:

EMPLOYER COMMENTS

EMPLOYER COMMENTS

PVCC enjoys an excellent rating among the general workforce at FSTC. My wife attended PVCC, BS at UVa, and MS at JMU. She maintained about 3.75 average overall and she rates the instruction at PVCC at least on par and superior to others. Good organizations usually reflect the quality and leadership at the top and that will waterfall down. PVCC has enjoyed substantial success up to now and I hope it continues. My own experience has been that big does not always signify better. I hope PVCC will grow, but do so carefully. Keep up the good work and pay your staff well because you do have some outstanding professionals.

Overall I would rate [this graduate's] skills as very good.

[This graduate] had a multitude of personal problems during her brief stay [here]. It is therefore difficult to assess these skills as she was not at work a majority of the time.

The skills required in [this] job are acquired through experience and repetition primarily. There is no degree program within the state community college system that would prepare an individual adequately for this position.

I'm sorry, [this graduate] is a one person dept. so I have no way of comparing her to other employees in a like position. She is quite good at what she does, having an unusual amount of responsibility for someone so young. Being that young, though, she sometimes is overwhelmed by the pressure--it doesn't last and she is usually quick to bounce back. As we do not have any graduates from similar colleges, again I cannot make a meaningful comparison with PVCC.

[This graduate] has been an excellent addition to our staff.

I am most pleased with the students that work [here] from PVCC. This year I plan to hire 2 additional PVCC nurses. Over the past 5 years I have had 2 nurses that did not make it here from PVCC; however, I do not believe it to be the fault of the institution but rather these two individuals, because each of these people were hired along with other PVCC graduates that did excellent work. I am extremely proud of the work PVCC does and support the school totally.

[This graduate] is an outstanding person and a prime asset to this department and the University of Virginia.

[This graduate] had a very rough time transitioning directly into a very fast paced central care unit. I feel she would have done much better starting off in a general care area.

I have been an employer for the past 7 years and have had many teachers come through the school. [This graduate] has had the best preschool training of any of these teachers. She was conscientious and did an excellent job of preparing curriculum. Her units were excellent.

[This graduate] is an excellent employee. Very good mind and ability. She is up for a promotion now and with completion of her degree should advance rapidly here.

[*Comment in rating the graduate as good in relation to attitude and cooperation with fellow workers*] Especially in light of recent realignment of responsibilities and relocation of office.

APPENDIX C:

JOB TITLES OF PVCC GRADUATES WHOSE EMPLOYERS COMPLETED SURVEYS

JOB TITLES

ACCOUNTANT
ACCOUNTANT A
ADMINISTRATIVE ASSISTANT/INTERIOR DESIGNER
ASSISTANT OFFICE MANAGER
ASSOCIATE SAFETY COORDINATOR
CASHIER
CLERK-TYPIST
DATABASE COORDINATOR
DIRECTOR, ADMINISTRATION & FINANCE
EDUCATOR/GRADUATE INSTRUCTOR
ELECTRICIAN CLASS A
EXECUTIVE SECRETARY
FAMILY PROGRAM COORDINATOR
FISCAL ASSISTANT
FISCAL TECHNICIAN SENIOR
FORMS CONTROLLER/POLICY CLERK
HEALTH UNIT COORDINATOR
INTELLIGENCE ASSISTANT
INVENTORY MANAGER
MAINTENANCE SUPERVISOR
MASTER MECHANIC
MASTER PRODUCTION SCHEDULER
MONTHLY PAYMENT CORRESPONDENT
OFFICE SERVICES ASSISTANT
OFFICE SERVICES SPECIALIST
PLANNER/ESTIMATOR
POLICY SERVICE CLERK
PRESCHOOL TEACHER
PRIMARY NURSE I
PRIMARY NURSE II
PROCESS ENGINEER
PROGRAM ASSISTANT TECHNICIAN
PROGRAMMER/ANALYST
PURCHASING AGENT
PURCHASING MANAGER
RADIOLOGY TECHNOLOGIST B
REGISTERED NURSE
REGISTERED PRIMARY NURSE I
REGISTERED STAFF NURSE
REHABILITATION TECHNOLOGIST
SALES REPRESENTATIVE

SECRETARY
SECRETARY SENIOR
SECRETARY/BOOKKEEPER
SERVICE MANAGER
STAFF NURSE
SUPERINTENDENT, BUILDINGS & GROUNDS
SYSTEMS ADMINISTRATOR
TEACHER/PRE-KINDERGARTEN
TEST ENGINEER
UNIT ADMINISTRATOR

APPENDIX D:

PARTICIPATING EMPLOYERS

LIST OF PARTICIPATING EMPLOYER ORGANIZATIONS

Brady Outdoor Equipment
Brunk Mechanical Corporation
CENTEL of Virginia
Cooper Industries
Department of the Army
Dorsey Rubber and Equipment
Gillette Children's Hospital - HTL
H & H Mailing & Marketing
Hasbrouck & Graham Realtors, Inc.
Klockner-Pentaplast of America, Inc.
Martha Jefferson Hospital
Mary Baldwin College
McGuffey Reading Center
Mountain Wood
Piedmont Virginia Community College
Roberts Wallcovering Company
Robertson Electric
Southside Community Hospital
Sperry Marine, Inc.
Sprigg-Lane Investment Corporation
St. Luke's Lutheran School
State Farm Insurance Corporation
The Plow & Hearth
Tuckahoe Primary & Preschool
U.S. Army Foreign Science & Technology Center
University of Virginia
University of Virginia, McIntire School of Commerce
University of Virginia Health Sciences Center
University of Virginia Hospital
University of Virginia Physical Plant
University of Virginia School of Nursing
VCU/Medical College of Virginia
Virginia Department of Forestry
Virginia Power Corporation

APPENDIX E:

EMPLOYER CONTACT AUTHORIZATION FORM

PIEDMONT VIRGINIA COMMUNITY COLLEGE
EMPLOYER CONTACT AUTHORIZATION FORM

Date _____

I, the undersigned, grant permission for Piedmont Virginia Community College (PVCC), from which I recently graduated, to contact my employer for the purpose of conducting an employer survey to determine employer satisfaction with the college, its graduates, and its programs of study. I authorize my employer to complete the employer survey form and return it to PVCC.

I understand that the purpose of the employer survey is educational, that survey results will remain confidential, and that only aggregate, not individual, data will be released by PVCC.

_____

(signature)

. . . . . .

GRADUATE'S NAME _____

IMMEDIATE SUPERVISOR'S NAME _____

IMMEDIATE SUPERVISOR'S TITLE _____

EMPLOYER (COMPANY) NAME _____

EMPLOYER ADDRESS _____

_____

_____

EMPLOYER TELEPHONE _____

APPENDIX F:

SURVEY INSTRUMENT

In comparison to other employees you hire at the same level and in the same capacity, John X. Doe, Jr. rates as:

	EXCELLENT (one of the best ever)	GOOD (better than most)	AVERAGE (about the same as most)	POOR (worse than most)	N/A (not applicable)
Technical job skills					
Quality of work					
Quantity of work					
Attitude toward work					
Cooperation with fellow workers					
Cooperation with supervisors					
Math skills					
Writing skills					
Speaking skills					
Research skills					
Logic skills					

In comparison to similar institutions, PVCC rates as:

	EXCELLENT (one of the best ever)	GOOD (better than most)	AVERAGE (about the same as most)	POOR (worse than most)	N/A (not applicable)
Occupational education/training					
General education					

Do you participate in PVCC's cooperative education program? _____

If not, are you interested in learning more about the program? _____

Please use the reverse side of this page to make any written comments you think will be helpful to PVCC in evaluating the success of its academic programs and graduates. Thank you for your cooperation.

ERIC Clearinghouse for Junior Colleges

JUL 27 1990